

GARAGA ACQUIRES MID-AMERICA DOOR

First-ever acquisition of a U.S. garage door maker by a Canadian door firm



In August, Garaga of Saint-Georges, Quebec, announced that it had purchased Mid-America Door of Ponca City, Okla. The acquisition appears to be the first time that a Canadian garage door manufacturer has bought a U.S. garage door manufacturer.

Bigger footprint in the U.S.

The move will significantly increase Garaga's footprint in the United States, expanding its market to dealers in 40 states.

"Mid-America's geographic location is perfectly complementary with ours. Garaga's customers are located in New England and the northern tier of the USA, whereas Mid-America's customers are located mostly in the southern tier of the USA," said Maxime Gendreau, who is co-president of Garaga with his twin brother, Martin Gendreau.

The Gendreau twins, who were essentially born into the garage door business, are 34 years old. In the past 20 years, they have worked in all company departments and are now ready to take on an acquisition.

"We felt that the best way to bring our U.S. business to the next level was to make an acquisition," said Maxime.

Complementary product lines

Both Garaga and Mid-America Door manufacture residential and commercial sectional garage doors. Garaga specializes in polyurethane-insulated doors, whereas Mid-America Door provides its dealers pan and polystyrene-insulated garage doors.

Consequently, the Mid-America product line "perfectly complements our offering to the market," said Gendreau. He noted that Garaga will consider adding a polyurethane product within the Mid-America product line.

Garaga plans to develop both brands and grow their respective product lines so that both distribution networks will be able to offer a more complete offering. "Our product lines are complementary, so we intend to leverage each other's strengths to the benefit of our dealers," he added.

Merging cultures

"We are excited about the opportunities this transaction brings, as we will combine our expertise to better serve each of our dealer

networks," added Martin Gendreau, co-president of Garaga.

"After working on this acquisition, we find there is a great culture fit between our two businesses," he added. "We will rely on the current Mid-America team to continue to do what they do well, providing consistent excellent quality and service to their dealer network."

Earnest to retire

Industry veteran John Earnest, current president of Mid-America, will retire from day to day operations. "I am very excited to have Garaga acquire our business, as I believe they are the best possible fit for us," he said. "Both our employees and dealer base will gain from this transaction."

Carl Christensen, current vice president and COO, will become the general manager of Mid-America Door, while Brandon Rutz will be director of manufacturing and Mike Schoen will be director of sales and marketing.

About Garaga

Garaga, a Canadian family-owned company founded in 1983, is one of the largest

GARAGA EXPANSION

- 1983** Michel Gendreau acquires the assets of Garaga Doors Ltd., a company making garage doors in Saint-Georges, Quebec, since 1979. The first product from Garaga is a light insulated aluminum garage door in a choice of six colors.
- 1986** Garaga invests \$1.2 million (USD) in the construction of a new plant in Saint-Georges.
- 1990** The company launches its own production line for residential and commercial garage door hardware.
- 1993** Garaga launches its first steel residential and commercial garage doors.
- 1995** The firm opens a new 40,000-sq.-ft. manufacturing plant in Barrie, Ontario.
- 2000** The company builds a new 128,000-sq.-ft. manufacturing plant in Saint-Georges.
- 2006** A 30,000-sq.-ft. expansion is added to the Barrie plant.

MID-AMERICA MILESTONES

- 1991** Eight independent door dealers and four individuals from various parts of the country form Mid-America Door in Ponca City, Okla.
- 1992** Joe Neylon joins the company as its first president and CEO, while John Earnest becomes director of sales and marketing. Both had been employees of Overhead Door.
- 1994** The company adds a building expansion of 40,000 sq. ft.
- 2002** John Earnest becomes president and CEO.
- 2012** After a tornado destroys one of the company's two plants in 2011, the main building is expanded by 80,000 sq. ft.
- 1994-2018** The company expands product lines, introducing double-skinned sections, carriage-style doors, and various new styles of panels and options.

manufacturers of insulated garage doors (residential, commercial and industrial) in Canada. Garaga employs 245 people and has two manufacturing plants: in Saint-Georges, Quebec, and Barrie, Ontario.

About Mid-America

Mid-America Door was founded in 1991 by a group of door dealers and others to manufacture steel sectional overhead-type doors. Approximately 100 employees operate in a facility located in Ponca City, Okla. ■



From left: Maxime, Michel, and Martin Gendreau.

GARAGE DOOR MANUFACTURERS BUYING GARAGE DOOR MANUFACTURERS

North American sectional door acquisitions, 1998-2018

- 1998** Amarr Garage Doors of Winston-Salem, N.C., purchases Delden's share in the Garage Door Group of Lawrence, Kan.
- 1999** Raynor Garage Doors of Dixon, Ill., purchases Richards-Wilcox of Mississauga, Ontario.
- 2003** Amarr acquires Fimbel Door of Whitehouse, N.J.
- 2004** Wayne-Dalton of Mount Hope, Ohio, buys Premium Garage Door, a maker of vinyl garage doors in Ohio.
- 2006** Hörmann, a leading European garage door manufacturer in Germany, purchases Gadco (General American Door Company) of Montgomery, Ill.
- 2007** Safe-Way Door of Warsaw, Ind., purchases Taylor Building Products' garage door business in West Branch, Mich.
- 2008** Overhead Door of Lewisville, Texas, purchases Ankmar's CladPanel operations in Sweet Home, Ore.
- 2009** Overhead Door acquires Wayne Dalton of Mt. Hope, Ohio.
- 2013** Assa Abloy of Sweden purchases Amarr Garage Doors of Winston-Salem, N.C.
- 2015** The Hörmann Group of Germany purchases Northwest Door of Puyallup, Wash.
- 2018** Garaga of Saint-Georges, Quebec, and Barrie, Ontario, purchases Mid-America Door of Ponca City, Okla.